



# Rockville Pike Corridor Neighborhood Plan: Update

## Workshop Results

Civic association representatives, property owners and business owners identified and discussed the following at the Rockville Pike Corridor Neighborhood Plan workshop held at Twinbrook Community Recreation Center on Monday, October 18, 2004.

### Part 1: Discussion Topics and Results

#### Positive Attributes of the Corridor ("Likes"):

- Linkage between traffic volume and a healthy business and shopping environment
- Access and proximity to Twinbrook and Rockville Metro Stations
- Ability to improve the streetscape of the corridor
- Woodmont Country Club is an amenity (providing open space in and close to the corridor)
- Variety of retail stores and restaurants

#### Negative Attributes of the Corridor ("Dislikes"):

- Pedestrian network (inconsistent along frontage of MD 355)
- Aging and diseased street trees
- Signage (impacts of illuminated signs on adjacent residential uses)
- Aboveground utilities
- Tall and overgrown trees that obscure building entrances (such as the trees in and around the DoubleTree Hotel site)
- Noise from CSX Railroad

#### Critical Issues Facing the Corridor:

- Traffic congestion (during weekend, lunch hours and AM/PM rush hours)
- Pedestrian network
- Critical linkage between the Town Center and Twinbrook Metro Performance District

#### Solutions to Address Issues Facing the Corridor:

- Bus or shuttle service for shoppers (during a set timeframe and/or season)
- Pedestrian circulation and streetscape improvements include:
  - More crosswalks
  - Wider sidewalks
  - Longer crossing times
  - Crosswalk signs with timers
  - Installation of a pedestrian bridge(s) to link both sides of the corridor
  - Better lighting and signage



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- Installation of ornamental light posts
- Undergrounding utilities
- Height limit for street trees (including replacement and maintenance)
- Better mix of uses (e.g., more housing throughout corridor) to foster pedestrian traffic
- Extend/connect the service drive on the east side of the corridor
- Improve site planning and building massing to provide “streetwall” continuity
- Town Center and Twinbrook Metro Performance District should serve as gateways or nodes that are linked by the mix of uses in the corridor

### **Attributes of Hungerford Drive (MD 355) North of Veirs Mill Road (MD 28):**

- Different traffic flow
- Different mix of land uses
- Issues facing the Hungerford Drive segment of MD 355 are not as critical
- Design standards in the Town Center area (and MD 355 north of MD 28) should be different from the Rockville Pike corridor

## **Part 2: Discussion Topics and Results**

The following is a brief summary of discussion points that were raised, as well as responses and comments to specific questions concerning land use and zoning, urban design, transportation and economic development.

### **Land Use and Zoning**

- Location of new residential units is critical; must be balanced with office and retail uses
- Retail in the Rockville Pike corridor will continue to attract shoppers from outside the area
- Too many car dealerships
- No more residential development is needed (based on the number of units proposed in the following projects: Rollins Ridge, Twinbrook Commons and Congressional South
- There is a housing shortage in Montgomery County
- Housing ownership opportunities needed in the Twinbrook Commons project
- Provide senior housing opportunities and supporting senior services
- Provide adequate public facilities (e.g., fire and rescue, police) with new development
- Density along the corridor will be determined in part by market forces



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### Urban Form and Design

- The appearance of the corridor can be improved by the following:
  - Undergrounding utilities
  - Encouraging different architectural styles (i.e., no homogenous designs)
  - Improving signage and encouraging different materials and colors for storefronts
  - Improving lighting
- The Rockville Pike corridor is different from Town Center

### Transportation and Pedestrian Circulation

- Rockville Pike is not safe for pedestrians
- Incentives should be provided by the Washington Metropolitan Area Transit Authority (WMATA) to encourage use of Metro bus and rail as part of the Twinbrook Commons project
- Rockville Pike serves as an alternate route for I-270 users; controlled access route to I-495 (Beltway)
- Ride-On should provide free or discounted transit passes
- Provide more pedestrian connections that link the east and west sides of the railroad tracks

### Economic Development

- The Rockville Pike corridor might benefit from the following programs and techniques:
  - Facade improvement
  - Business retention
  - Incentives for small businesses
- The variety of goods and services in the Rockville Pike corridor reflect the racial and ethnic diversity of the City



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Name of Participant	Organization
Kenneth Max	Wilkes Artis Chartered Attorneys at Law (Rep. for Woodmont Country Club)
Karen Voight	Village Green Condominium Association
Clifford Lanham	Woodmont Overlook HOA
Harry Thomas	Twinbrook Citizens Association
Joe Koch	Doubletree Hotel
Rick Southard	Doubletree Hotel
Sam Stiebel	JBG Properties
Jason Young	JBG Properties
David Hill	Hungerford Civic Association
Steve Steinberg	Capital Syndicate, LLC
Christina Ginsberg	Twinbrook Citizens Association